



SHARPE JAMES  
MAYOR  
NEWARK, NEW JERSEY  
07102

June 23, 1989

Mr. Thomas C. Guy Jr.  
Programming Manager  
Gateway Cable  
360 Central Avenue  
Newark, New Jersey 07103

Dear Mr. Guy:

Thank you for your letter of June 14, 1989 concerning the 1989 Black Heritage Day Parade. We too were totally taken aback and disappointed in said parade's pre-planning, organization, creativity, industry and management.

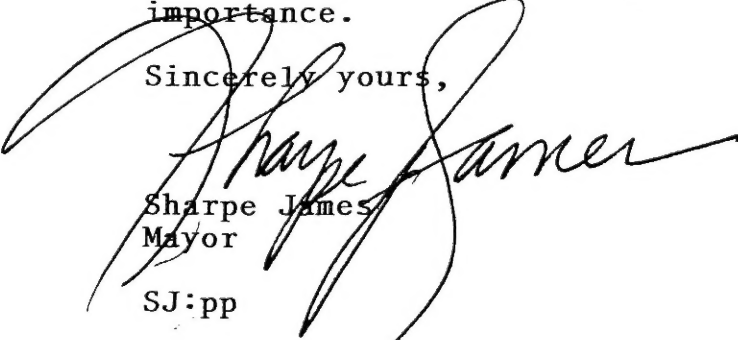
First, I do not know why anyone would suggest that you contact the Newark Planning Board concerning a parade? The City of Newark does not sponsor, plan, conduct or organize any parades. Organizations simply request permission to host a parade. Yet, because of the supported cost borne by the city, we will now draw a criteria to be met before granting said permit in hoping to avoid the horrible results experienced in the Black Heritage Day Parade. Mr. Kurt Culbreath is the gentleman to whom you should address your specific concerns.

Please rest assured we have learned a valuable lesson and will take corrective action to make sure that all parades (Columbus Day, St. Patrick's, Puerto Rican and others) have the necessary planning, organization and management to insure a successful event.

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Thank you for advising me in this matter of mutual importance.

Sincerely yours,



Sharpe James  
Mayor

SJ:pp

cc: Mr. Richard Monteilh, Business Administrator  
Mr. Jackie Mattison, Chief of Staff, Mayor's  
Office  
Ms. Celeste Bateman, Supervisor of Cultural  
Affairs  
Ms. Dolores McDaniel, Assistant to Mayor  
Ms. Pamela Goldstein, Communications Director  
Mr. Ivan Tolbert, Image Campaign Coordinator